Component 8

Chapter 10: IDDE Program Tracking and Evaluation

Purpose: This last program component addresses the ongoing management of the IDDE program and reviews progress made in meeting the measurable program goals established earlier in the permit cycle. Adaptive management is critical since most communities initially have a poor understanding of the scope and nature of their illicit discharge problem. Frequent program review can ensure that the most severe illicit discharges are eliminated in the most cost-effective way during the permit cycle. Program evaluation should also be directly tied to program goals (see Chapter 6 on Developing Program Goals and Implementation Strategy)

Method(s): The primary method is frequent maintenance and analysis of the IDDE tracking system developed as part of the program. The integrated tracking system contains geospatial data on ORI results, indicator monitoring, on-site investigations, dumping and spill sites and hotline calls. The tracking system is important from both an enforcement and program evaluation standpoint. Each of the eight program components should be reviewed annually and prior to new permit negotiation, using data collected, compiled, and assessed from the tracking system.

Desired Product or Outcome(s): Updated tracking database and annual report with summary of progress to date, findings, recommendations for program revisions, and work plan (including milestones and goals) for the upcoming year.

Budget and/or Staff Resources Required: Program assessment is an ongoing responsibility of the program manager. The staff effort to prepare an annual report is about three to four weeks. In general, the first annual report will require more effort than subsequent ones.

Integration with Other Programs: Program managers should always consider other programs and regulatory requirements when assessing program performance and revising goals. At a minimum, the annual report should be shared with other departments and agencies to head off duplication of efforts and to look for opportunities to pool resources.

10.1 Establish a Tracking and Reporting System

An accurate and user-friendly system to track, report and respond to illicit discharge problems is critical for program managers. Ideally, the tracking system should be designed and operational within the first year of the program. The tracking system enables managers to measure program indicators, and gives field crews a home to store the data they collect. The ideal tracking system consists of a relational database that is linked to a GIS system, which can be used to store and analyze data and produce maps.

The fundamental units to track are individual outfalls, along with any supporting information about their contributing drainage area. Some of the key information to include when tracking outfalls includes:

- Geospatial coordinates of each outfall location

- The subwatershed and watershed address

- Any supporting information about the contributing land use

- Diameter and physical characteristics of the outfall

- Outfall Reconnaissance Inventory (ORI) data, as it is collected

- Any accompanying digital photos

- Any follow-up monitoring at the outfall or further up the pipe

- Any hotline complaints logged for the outfall, along with the local response

- Status and disposition of any enforcement actions

- Maintenance and inspection data

10.2 Evaluate the Program

Since IDDE programs are a first time endeavor for many communities, program managers need to be extremely adaptable in how they allocate their resources. Effective IDDE programs are dynamic and flexible to respond to an ever-changing set of discharge problems, program obstacles, and emerging technologies. At a minimum, program managers should maintain and evaluate their IDDE tracking system annually, and modify program components as needed. Tracking systems should be designed so that progress toward measurable goals (see Chapter 6) can be easily reported. Communities that develop and maintain a comprehensive tracking system should realize program efficiencies. The tracking system should contain the following features at a minimum:

- Updated mapping to reflect outfalls located during the ORI

- Surveyed stream reaches with locations of obvious, suspect, and potential discharges, and locations of dumping sites

- Indicator sampling results for specific streams, outfalls and storm drains

- Frequency of hotline use and associated number of "hits" or confirmed illicit discharges

- Costs for each of the eight program components (e.g., office, field, lab, education, enforcement, etc.)

- Number of discharges corrected

- Status and disposition of enforcement actions

Regular analysis of the tracking system sheds light on program strengths and

deficiencies, and improves targeting of limited program resources. For example, if hotline complaints are found to uncover the most severe illicit discharge problems, program managers may want to allocate more resources to increase public awareness about the hotline, and shift resources from outfall screening and indicator monitoring.